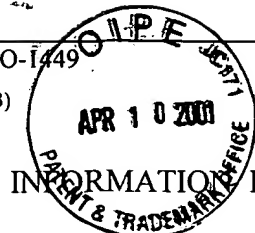


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REFERENCES
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Form PTO-1449 (REV. 8-83)	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY. DOCKET NO. 8887.3003	SERIAL NO. 09/205,653
<div style="position: relative; height: 100px;"> <div style="position: absolute; top: 0; left: 0; width: 100%; height: 100%; border: 2px solid black; border-radius: 50%; text-align: center; line-height: 100px; font-size: 24px; font-weight: bold;"> RECEIVED APR 16 2001 </div> </div>		APPLICANT ELDERING ET AL.	
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U.S. PATENT DOCUMENTS

EX INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
<i>M</i>	AEE	5	2	3	1	4	9	4	07/93	Wachob	358	146	
	AFF	5	7	5	8	2	5	9	05/98	Lawler	455	5.1	
	AGG	5	8	4	8	3	9	6	12/98	Gerace	705	10	
	AHH	5	9	9	1	7	3	5	11/99	Gerace	705	10	
	AII	6	0	0	9	4	1	0	12/99	LeMole et al.	705	14	
	AJJ	6	0	2	0	8	8	3	02/00	Herz et al.	345	327	
	AKK	6	0	8	8	7	2	2	07/00	Herz et al.	709	217	
	ALL	6	1	1	9	0	9	8	09/00	Guyot et al.	705	14	
<i>✓</i>	AMM	6	1	7	7	9	3	1	01/01	Alexander et al.	345	327	

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
													YES	NO
<i>M</i>	CB	9	7	1	2	4	8	6	04/97	WO				
	CC	9	8	2	1	8	7	7	05/98	WO				
	CD	9	8	2	8	9	0	6	07/98	WO				
	CE	9	9	0	1	9	8	4	01/99	WO				
<i>✓</i>	CF	9	9	0	4	5	6	1	01/99	WO				

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

<i>M</i>	BJ	IEEE Publication "'Goodies" in exchange for consumer information on the internet: economics and issues", by Chang, A.M., Kannan, P.K. and Whinston, A.B., January 1998, 12 pages.
	BK	"AdForce Introduces AdForce Everywhere: Advertising, Marketing & Promotions wherever a Digital Signal Can be Sent", by Business Wire, March 27, 2000 (3pp.)
	BL	"The AdForce professional management team, composed of seasoned high technology and Internet executives, is unique in the field of Internet advertising management.", by AdForce Co. , March 27, 2000. (5pp.)
<i>✓</i>	BM	"AdForce Strategic Partners", by AdForce Co. , March 27, 2000. (3pp.)

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													YES	NO
W	CG	9	7	4	1	6	7	3	11/97	WO	1	1		
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	CJ	0	0	1	4	9	5	1	03/00	WO	1	1		
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	CL	0	0	5	4	5	0	4	09/00	WO	1	1		

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